

## **Task Force C Meeting Summary**

### **Wednesday, January 11, 2006**

Task Force Participants: Kenyatta Brame – Sysco Food Services, Elaine Brown – Michigan Food and Farming Systems, Melinda Curtis – Select Michigan Detroit, Kathy Fedder – MI Department of Agriculture, Cheryl Kobernik (Chair) – North Star Organics, Chris Lietzau – MI Department of Agriculture, Gatha McClellan – MI Department of Corrections, and Marla Moss – MI Department of Education

Additional Participants: Jeanne Lipe – MI Department of Agriculture and Joan Tobin – J Tobin Art Licensing.

The fourth Task Force C: Promoting Michigan Foods meeting convened Wednesday, January 11, 2006 from 2:30 - 4:30 pm, Constitution Hall in Lansing. Council Member Cheryl Kobernik chaired the meeting.

Ms. Kobernik called the meeting to order and briefly reviewed both the December full Michigan Food Policy Council meeting and the December public listening session that was held in Grand Rapids. All Task Force participants received a copy of the comments from the listening session that relates to the work of Task Force C.

Kristin Brooks, MFPC staff, explained that during the December full Council Meeting, Council Members requested that the recommendations should be strengthened, so staff reformatted them into broader policy statements with specific "implementation strategies." Ms. Brooks presented the reformatted "Recommendation C1," regarding increasing the Department of Corrections (DOC) Michigan Food purchases, and there was a brief discussion about this recommendation including discussing the percentage goal that was set for the DOC contracts after the Task Force and Council approved the recommendation. This recommendation is complete and needs no further discussion or modification.

Also, in the December Council Meeting, Ms. Kobernik presented "Recommendation C2," regarding bridge funding for the Select Michigan program. Council Members asked Ms. Kobernik to take the recommendation back to Task Force C to develop a more comprehensive recommendation for the program. Ms. Brooks presented a revised draft of Recommendation C2 to the Task Force that incorporated the comments and feedback from the Council Members and additional research.

The Task Force discussed the Select Michigan draft and decided on some modifications and additions. The recommendation is as follows:

**Recommendation C2: Support the development and institutionalization of the Select Michigan Program.**

- a) The Select Michigan program should receive consistent state funding support on an annual basis. This money should be used to pursue and secure private investment and federal match dollars to support the program.
- b) The Select Michigan program should eventually expand consumer outreach, promotional and marketing efforts to non-grocery sectors, including restaurants, farmers markets, farm-to-institution initiatives and farm markets.

MFPC staff will incorporate the modifications, including the additions and edits made to the “implementation strategies” and send the revised recommendation to the Task Force via e-mail for a final round of feedback before the recommendation is presented to the full Council for a vote in February.

Finally, the Task Force reviewed upcoming meeting topics and schedules. The next meeting will be on the topic of farm-to-school efforts and increasing the purchase of Michigan foods in school facilities.

The next Task Force C meeting will be scheduled soon and is set for March.